

## CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**GMMB**  
**3050 K St. NW**  
**Suite 800**  
**Washington, DC 20007**

Contract / Revision		Alt Order #
355418 /		06851923
<b>Product</b>		
<b>(D) For President</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/13/12 - 09/19/12	1762	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Obama for America	09/12/12 / 09/14/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTMJ	Anjanette Brady	Petry-Philadelphia
<u>Special Handling</u>		
<u>Demographic</u>		
Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	95	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/13/12	09/14/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---TF--				1	\$250.00			
N 2	WTMJ	09/13/12	09/14/12	Live at Daybreak	6a-7a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---TF--				1	\$550.00			
N 3	WTMJ	09/13/12	09/14/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---TF--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/10/12-09/16/12		Today Show M-F	7a-9a	-----ThF----	:30	\$500.00	NM		
			Credited									
	3	WTMJ	09/10/12-09/16/12		Today Show M-F	7a-9a	-----ThF----	:30	\$500.00	NM		
			Credited									
N 4	WTMJ	09/15/12	09/15/12	Today Show Saturday	6a-8a		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S-				1	\$250.00			
N 5	WTMJ	09/16/12	09/16/12	Live at Daybreak-Sun.	6a-7a	6am-7am				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$200.00			
N 6	WTMJ	09/16/12	09/16/12	Live at Daybreak-Sun.	8a-9a	8am-9am				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$300.00			
N 7	WTMJ	09/16/12	09/16/12	Sunday Insight		10am-1030am				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	-----S				1	\$300.00			
N 8	WTMJ	09/13/12	09/14/12	The Morning Blend	9a-10a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---TF--				1	\$75.00			
N 9	WTMJ	09/13/12	09/14/12	Today Show II	10a-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/10/12	09/16/12	---TF--				1	\$125.00			
N 10	WTMJ	09/13/12	09/14/12	Today Show III	11a-12n		:30			NM	1	\$125.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #	
355418 /	06851923	
Contract Dates	Product	Estimate #
09/13/12 - 09/19/12	(D) For President	1762
Advertiser		Original Date / Revision
Obama for America		09/12/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots/Week	Rate	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
Week:		09/10/12	09/16/12	---TF--				1	\$125.00				
N 11	WTMJ	09/13/12	09/14/12	Live at Noon	12p-1230p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
Week:		09/10/12	09/16/12	---TF--				1	\$250.00				
N 12	WTMJ	09/13/12	09/14/12	Live at 12:30	1230p-1p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$250.00				
Week:		09/10/12	09/16/12	---TF--				1	\$250.00				
N 13	WTMJ	09/13/12	09/14/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$200.00				
Week:		09/10/12	09/16/12	---TF--				1	\$200.00				
N 14	WTMJ	09/13/12	09/14/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$100.00				
Week:		09/10/12	09/16/12	---TF--				1	\$100.00				
N 15	WTMJ	09/13/12	09/14/12	Live at 3:00 News	3p-4p		:30			NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$125.00				
Week:		09/10/12	09/16/12	---TF--				1	\$125.00				
N 16	WTMJ	09/13/12	09/14/12	Live at 4:00 News	4p-430p		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				2	\$300.00				
Week:		09/10/12	09/16/12	---TF--				2	\$300.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
2	WTMJ	09/10/12-09/16/12		Live at 4:00 News	4p-430p	---ThF----	:30		\$300.00	NM			
<i>Credited</i>													
N 17	WTMJ	09/13/12	09/14/12	Live at 4:30 News	430p-5p		:30			NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$350.00				
Week:		09/10/12	09/16/12	---TF--				1	\$350.00				
N 18	WTMJ	09/13/12	09/14/12	Live at 5 News	5p-530p		:30			NM	1	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				2	\$600.00				
Week:		09/10/12	09/16/12	---TF--				2	\$600.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
1	WTMJ	09/10/12-09/16/12		Live at 5 News	5p-530p	---ThF----	:30		\$600.00	NM			
<i>Credited</i>													
N 19	WTMJ	09/13/12	09/14/12	Live at 6 News	6-630p		:30			NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$650.00				
Week:		09/10/12	09/16/12	---TF--				1	\$650.00				
N 20	WTMJ	09/15/12	09/15/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$400.00				
Week:		09/10/12	09/16/12	----S-				1	\$400.00				
N 21	WTMJ	09/16/12	09/16/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$400.00				
Week:		09/10/12	09/16/12	----S				1	\$400.00				
N 22	WTMJ	09/13/12	09/14/12	Access Hollywood	630p-7p		:30			NM	1	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				2	\$400.00				
Week:		09/10/12	09/16/12	---TF--				2	\$400.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
1	WTMJ	09/10/12-09/16/12		Access Hollywood	630p-7p	---ThF----	:30		\$400.00	NM			
<i>Credited</i>													
N 23	WTMJ	09/17/12	09/17/12	The Voice	7-9pm		:30			NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				1	\$2,500.00				
Week:		09/17/12	09/23/12	M-----				1	\$2,500.00				
N 24	WTMJ	09/18/12	09/18/12	The Voice	7p-8p		:30			NM	1	\$2,500.00	

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	-T-----				1	\$2,500.00			
N 25	WTMJ	09/13/12	09/13/12	AM Got Talent	8p-9p		:30			NM	0	\$0.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	---T---				1	\$2,250.00			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WTMJ	09/10/12-09/16/12		AM Got Talent	8p-9p	-----Th-----	:30		\$2,250.00	NM		
Credited												
N 26	WTMJ	09/14/12	09/14/12	Grimm	8p-9p		:30			NM	1	\$1,500.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	----F--				1	\$1,500.00			
N 27	WTMJ	09/13/12	09/14/12	Live at 10pm M-F	10p-1035p		:30			NM	1	\$1,250.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	---TF--				1	\$1,250.00			
N 28	WTMJ	09/16/12	09/16/12	Live at 10pm Sunday	1035-11:05pm		:30			NM	1	\$1,250.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	-----S				1	\$1,250.00			
N 29	WTMJ	09/13/12	09/14/12	Tonight Show	1035p-1137p		:30			NM	1	\$500.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	---TF--				1	\$500.00			
N 30	WTMJ	09/13/12	09/14/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$200.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	---TF--				1	\$200.00			
N 31	WTMJ	09/16/12	09/16/12	Football Night in America	6pm-7:15pm		:30			NM	1	\$1,500.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	-----S				1	\$1,500.00			
N 32	WTMJ	09/16/12	09/16/12	NFL Sunday Night Football	7:15pm-10:30pm		:30			NM	1	\$5,000.00
Week: 09/10/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/10/12	09/16/12	-----S				1	\$5,000.00			
N 33	WTMJ	09/17/12	09/19/12	Live at Daybreak-Early	5a-6a		:30			NM	2	\$500.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$250.00			
N 34	WTMJ	09/17/12	09/19/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,100.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$550.00			
N 35	WTMJ	09/17/12	09/19/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$500.00			
N 36	WTMJ	09/17/12	09/19/12	The Morning Blend	9a-10a		:30			NM	2	\$150.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$75.00			
N 37	WTMJ	09/17/12	09/19/12	Today Show II	10a-11a		:30			NM	2	\$250.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$125.00			
N 38	WTMJ	09/17/12	09/19/12	Today Show III	11a-12n		:30			NM	2	\$250.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$125.00			
N 39	WTMJ	09/17/12	09/19/12	Live at Noon	12p-1230p		:30			NM	2	\$500.00
Week: 09/17/12												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		09/17/12	09/23/12	MTW----				2	\$250.00			
N 40	WTMJ	09/17/12	09/19/12	Live at 12:30	1230p-1p		:30			NM	2	\$500.00

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Contract / Revision 355418 /	Alt Order # 06851923	
Contract Dates 09/13/12 - 09/19/12	Product (D) For President	Estimate # 1762
Advertiser <b>Obama for America</b>		Original Date / Revision 09/12/12 / 09/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
								Weekdays	Spots/Week	Rate			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
Week:		09/17/12	09/23/12	MTW---				2		\$250.00			
N 41	WTMJ	09/17/12	09/19/12	Days of Our Lives	1p-2p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$200.00			
N 42	WTMJ	09/17/12	09/19/12	Access Hollywood Live-2pm	2pm-3pm		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$100.00			
N 43	WTMJ	09/17/12	09/19/12	Live at 3:00 News	3p-4p		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$125.00			
N 44	WTMJ	09/17/12	09/19/12	Live at 4:00 News	4p-430p		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$300.00			
N 45	WTMJ	09/17/12	09/19/12	Live at 4:30 News	430p-5p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$350.00			
N 46	WTMJ	09/17/12	09/19/12	Live at 5 News	5p-530p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$600.00			
N 47	WTMJ	09/17/12	09/19/12	Live at 6 News	6-630p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$650.00			
N 48	WTMJ	09/17/12	09/19/12	Access Hollywood	630p-7p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WTMJ		09/17/12-09/23/12		Access Hollywood	630p-7p	MTuW-----	:30		\$400.00	NM		
<i>Credited</i>													
N 49	WTMJ	09/17/12	09/19/12	Live at 10pm M-F	10p-1035p		:30				NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$1,250.00			
N 50	WTMJ	09/17/12	09/19/12	Tonight Show	1035p-1137p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				2		\$500.00			
N 51	WTMJ	09/17/12	09/19/12	Late Night w/Jimmy Fallon	1137p-1236a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	MTW---				1		\$200.00			
N 52	WTMJ	09/15/12	09/15/12	Live at 10pm Saturday	10p-1030p		:30				NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				2		\$1,250.00			
N 53	WTMJ	09/17/12	09/17/12	Revolution	9p-10p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1		\$1,500.00			
N 54	WTMJ	09/19/12	09/19/12	Revolution	9p-10p		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	--W---				2		\$1,500.00			
N 55	WTMJ	09/19/12	09/19/12	Live at 10pm M-F	10p-1035p		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>			
Week:		09/17/12	09/23/12	--W---				1		\$1,250.00			

Totals

74

\$44,650.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

Contract / Revision 355418 /	Alt Order # 06851923	
Contract Dates 09/13/12 - 09/19/12	Product (D) For President	Estimate # 1762
Advertiser <b>Obama for America</b>		Original Date / Revision 09/12/12 / 09/14/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/19/12	74	\$44,650.00	\$37,952.50
<b>Totals</b>	<b>74</b>	<b>\$44,650.00</b>	<b>\$37,952.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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